



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Francis D. Palazzo, *et al.*

App. No. : 10/022,649

Examiner: Jason P. Salce

Filed : December 17, 2001

Group Art Unit: 2611

Title : METHOD AND SYSTEM FOR PROVIDING ACCESS TO EPG
FEATURES FROM WITHIN BROADCAST ADVERTISEMENTS

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Technology Center 2600

#7/B

W. Lawson
11/4/04

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT

Sir:

In response to the Notice of Non-Compliant Amendment dated September 25,
2003, Applicant's resubmit the following sections of the Amendment filed on September 5,
2003:

IN THE CLAIMS

Sub C17

1. (Currently Amended) A method for allowing access to interactive features of
an electronic program guide by a user from within a broadcast advertisement, the method
comprising:

receiving the broadcast advertisement comprising audio, video and promotional
metadata over a broadcast distribution network;

analyzing the promotional metadata to determine one or more valid electronic
program guide features and presenting options on a display device corresponding to the one or
more valid electronic program guide features;

executing a valid electronic program guide feature selected by the user.